



Printing technology: A medium of visual communications

J. Michael Adams

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This comprehensive text introduces students to procedures and materials used in each phase of the printing process. Reorganized content provides an understanding of the evolution of printing, as well as knowledge of the latest computer-controlled equipment. Emphasis is on: computer composition, image generation and assembly, printing and estimating and production control. An entire chapter is devoted to xerographic laser and ink-jet printing. Integrated study of offset lithography, plus coverage of screen and gravure printing is included. Discussions are indepth for those with no prior printing experience. This book should be of interest to students studying printing and graphic communications.

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